



**MILITARY COMMUNITY  
AND FAMILY POLICY**

# Military Community Advocacy Directorate

 **Family  
Advocacy**  
PROGRAM

 **New Parent  
Support**  
PROGRAM

## Logo Usage Guide

June 2026 | Version 1.0

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# Introduction to the program logos

Visual identity is the outward expression of the Family Advocacy Program and the New Parent Support Program from the Military Community Advocacy Directorate. They are part of a cohesive family of brands under Military Community and Family Policy. The logos are the primary elements of the visual identities. However, other components

play an important role in establishing the visual style, including color and typography.

The flag icon combined with our font typeface called “Outfit” is used for the program logos. The following pages provide usage guidelines.



**Color:** Dark blue and red

**Color:** Bright blue  
**Font:** Outfit ExtraBold

**Color:** Dark blue  
**Font:** Outfit Bold



**Color:** Dark blue and red

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**Color:** Dark blue  
**Font:** Outfit Bold

# Safe area and size

A safe area around the logo will ensure visibility and impact. As illustrated, the minimum safe area measures the height of the flag icon.

Use the safe area between the logo and other graphic elements such as type, images and other logos to ensure it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.

The minimum acceptable dimension for the Family Advocacy Program logo is 1 inch for print and 96 pixels wide at 72 pixels per inch for digital use. For the Parent Support Program logo, the minimum dimensions are 1.2 inches for print and 115 pixels wide at 72 pixels per inch for digital use.

## Safe area



## Minimum size



1 inch  
96 pixels



1.2 inches  
115 pixels

# Logo usage

The preferred logo is a horizontal layout that uses the full-color logo on a white background. Multiple variations of the logo have been created to better complement a wide range of uses.

## Primary layout

Full-color logo



Reversed to white



## DOW logo lockup layout

Full-color logo



Reversed to white



## DOW logo lockup high-resolution layout

Full-color logo



Reversed to white



# Incorrect usage – Family Advocacy Program

Incorrect use of the program logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction, always use the approved digital artwork. Never alter, add to or recreate the logo.

1. Do not tilt the logo from its horizontal axis.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place the logo on a neon or brightly colored background.
8. Do not place the logo on a busy photograph or background.
9. Do not recreate elements of the logo.

1	2	3
4	5	6
7	8	9

# Incorrect usage – New Parent Support Program

Incorrect use of the program logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction, always use the approved digital artwork. Never alter, add to or recreate the logo.

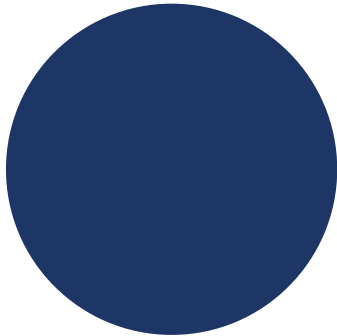
1. Do not tilt the logo from its horizontal axis.
2. Do not stretch or squeeze the logo to distort proportions.
3. Do not crop the logo.
4. Do not add a drop shadow to the logo.
5. Do not change the logo colors.
6. Do not place the logo on a complex patterned background.
7. Do not place the logo on a neon or brightly colored background.
8. Do not place the logo on a busy photograph or background.
9. Do not recreate elements of the logo.

<p>1</p> 	<p>2</p> 	<p>3</p> 
<p>4</p> 	<p>5</p> 	<p>6</p> 
<p>7</p> 	<p>8</p> 	<p>9</p> 

# Color palette

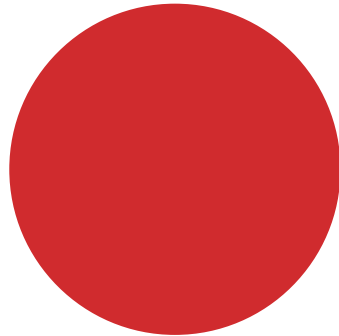
The primary color palette consists of dark blue, red, bright blue and white. The specifications for these brand colors are listed here. For four-color process printing, use the cyan, magenta, yellow and black, or CMYK, values.

For on-screen applications such as videos or broadcasts, use the red, green and blue, or RGB, values. For web applications, refer to the hexadecimal, or Hex, values associated with each color.



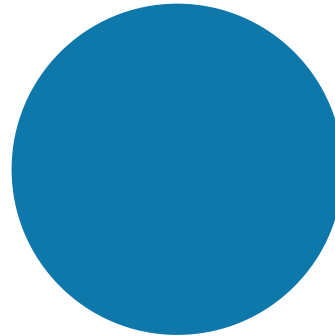
**Dark blue**

CMYK 98/85/36/27  
Hex 1e3565  
RGB 30/53/101



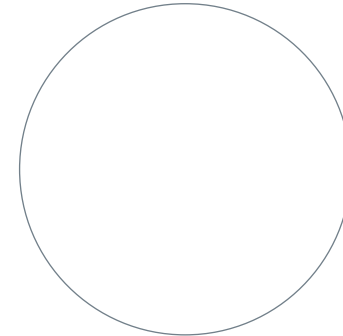
**Red**

CMYK 12/97/92/3  
Hex d02c2f  
RGB 208/44/47



**Bright blue**

CMYK 87/46/15/1  
Hex 0b78aa  
RGB 11/120/170



**White**

CMYK 0/0/0/0  
Hex FFFFFFFF  
RGB 255/255/255

# Typography

MC&FP brands use the font called Outfit as its primary typeface for publishing collateral materials. Outfit is a professional typeface offered by Google Fonts. Outfit was used in creating this guide.

While Outfit is the primary brand font, there are cases in which this typeface may not be readily available. Therefore, when developing documents and presentations using the Military Community and Family Policy branded templates, the fonts called Aptos or Roboto may be used as well. Aptos is a Microsoft font available on most computers and Roboto is a Google Font accessible on their website.

[Download Outfit Font](#)

## Outfit

### Outfit Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890&.,;:\$%!?(\*

### Outfit Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890&.,;:\$%!?(\*

### Outfit Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890&.,;:\$%!?(\***

### Outfit ExtraBold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890&.,;:\$%!?(\***

## Aptos

### Aptos Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890&.,;:\$%!?(\*

### Aptos Regular Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopQRSTUVWXYZ*  
*1234567890&.,;:\$%!?(\**

### Aptos Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890&.,;:\$%!?(\***

### Aptos Bold Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNopQRSTUVWXYZ***  
***1234567890&.,;:\$%!?(\****

## Roboto

### Roboto Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopQRSTUVWXYZ  
1234567890&.,;:\$%!?(\*

### Roboto Regular Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNopQRSTUVWXYZ*  
*1234567890&.,;:\$%!?(\**

### Roboto Black

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNopQRSTUVWXYZ**  
**1234567890&.,;:\$%!?(\***

### Roboto Black Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNopQRSTUVWXYZ***  
***1234567890&.,;:\$%!?(\****